

Shaping the future of energy - today. Finding new solutions. Improving efficiency.

APCO RenewSM

The world faces an unprecedented challenge: to generate enough energy to support the growth of diverse economies and populations while protecting the health of the planet. It will take a concerted effort by traditional and renewable energy providers, policy-makers and industry stakeholders to identify and implement the solutions needed to achieve this goal.

APCO Worldwide recognizes the complexities and interconnectedness of the global energy industry. Based on our work with clean technology companies in solar, wind, biofuels and other industry-related markets, our global APCO RenewSM team understands not only the competitive marketplace for this growing industry, but also how government and regulatory entities in key political capitals around the world can affect industry growth.

We have a proven track record in developing and executing communication strategies that clearly define our clients' values and the benefits they bring to the marketplace - and we have done it with start-ups looking to break into international markets as well as established *Fortune* 500 companies.

CAPABILITIES

Branding & Positioning

Creating a memorable brand and identity are as important as the services an organization provides or the products it makes. APCO helps clients define their missions, goals and strategies to establish a uniquely favorable and value-driven corporate position. Once a brand position has been developed and established, we work closely with our clients to clearly communicate this position to markets crucial to their success.

Stakeholder Mapping & Marketing Communication

Operating every day at the nexus of business, government and media, the APCO Renew team utilizes its communication expertise to help organizations meet the challenges of doing business in a complex global environment. We assist clients in designing integrated, proactive communication strategies by providing counsel on targeting external audiences; developing key

messages; engaging media and industry analysts; implementing social and cause-related marketing initiatives; and employing online communication channels. In addition, we help our clients build understanding and loyalty through regular, multichannel communication with their employees.

Government Relations

Through direct advocacy, relationship building and strategic counsel, we help clients convey their messages to elected leaders and government officials. Our staff includes practitioners who have served in the positions of those we seek to inform. Armed with that experience and knowledge, we develop tailored campaigns to achieve client goals. We understand how governments and regulatory entities can affect industry growth. We have represented several energy clients by providing extensive government and media relations to help raise public awareness around key industry issues, secure government resources for projects, place positive language in proposed legislation and build strong relationships with key lawmakers and other government leaders to affect positive outcomes.

Ally Development

APCO works with clients to identify and build relationships with other private sector companies, nongovernmental organizations, nonprofit entities and others who share similar goals and objectives, to assist clients in achieving their goals. By leveraging these relationships, clients are able to achieve greater visibility within key markets, helping them stand out as industry thought leaders.

EXPERIENCE

Dow Corning

APCO worked with Dow Corning to develop and execute a two-track communication strategy designed to demonstrate the company's leadership in solar energy development, and to assist them in achieving their long-term business goals. The first track focused on communicating Dow Corning's solar related application expertise and breadth of products and solutions to the photovoltaic industry, the second track targeted federal legislators and other policy influencers to introduce them to Dow Corning's four-point policy

platform that was created to help make America a 21st century solar power. Communication initiatives included working with Dow Corning's CEO to draft an op-ed on re-establishing global solar power competitiveness in the United States placed in the *Chicago Sun-Times* and other daily newspapers; government outreach consisting of securing meetings and briefings with key policy makers who are integral in shaping energy policy, creating the momentum needed to draft legislation favorable to the adoption of renewable energy technologies; and sustained media relations, resulting in numerous placements in top tier-trade media such as *BusinessWeek*, *CNNMoney.com*, *CNBC.com*, *Dow Jones Financial Wire*, *Detroit Free Press*, *Financial Times*, *Forbes.com* and *Fortune.com*.

3TIER

APCO partnered with 3TIER, a leading provider of wind, solar and hydro energy assessment and worldwide power forecasting, to develop a corporate communication strategy introducing the company to the renewable energy industry. The campaign was designed and implemented to quickly elevate 3TIER's brand awareness, educate key markets about their services, and establish the company as a thought leader in clean technology. As a result, the initiative markedly increased visits to 3TIER's Web site - and continues to drive more than 33 percent of all business leads each month - and secured top-tier media coverage from *The New York Times*, *Forbes*, *CNN*, *Treehugger*, *Fox News* and *CBS News*.